



Since 1992 *The Cottager* magazine has delivered a beautifully crafted, glossy magazine that gets right to the heart of cottage living. We talk about everything from building and renovating to fishing, boating, entertaining and decor.

The Cottager covers a wide range of interests and issues that are important to the cottage owner and owner wannabe. *The Cottager* is a reader-trusted magazine that is published and printed in Manitoba for cottagers living in Manitoba and Northwestern Ontario. Our readers are loyal because this is their magazine; written for cottagers by cottagers.

Lineup 2011

The Cottager celebrates its 20th anniversary in 2011 and the year will feature some special stories and memories of the history of the magazine.

We'll continue to put the spotlight on cottages and the owners who love them, from profiles of new cottages with distinctive features to older cottages carefully restored by their proud owners in Manitoba and Northwestern Ontario.

The spring issue will offer information and advice on real estate matters, from where to find affordable cottages to what owners should know when they rent out their cottages.

The summer issues put the focus on fun, with a look at the future of that little building out back called the outhouse and a package highlighting unique parties in cottage country.

We go back in time in the fall issue with profiles of cottages that have reached the century mark, while looking ahead to winter activities such as ice fishing.

Our regular departments continue to feature favourite topics with design ideas for cottages, spotlights on different areas in cottage country and suggestions for do-it-yourself projects.



Distribution

10,000 printed per issue distributed through

- subscriptions
- newsstands
- door to door promotions in cottage areas
- trade shows

2011 newsstand locations

Across Canada from British Columbia to Quebec.

Manitoba and Northwestern Ontario locations include: McNally Robinson Book Sellers, Chapters, Indigo and Shoppers Drug Marts.

Cottage newsstand locations include:

- Whiteshell (Seven Sisters, Nutimik Lake, White Lake, Jessica Lake, Brereton Lake, Betula Lake, Falcon Lake, West Hawk Lake)
- Eastern Beaches (Victoria Beach, Albert Beach, Hillside Beach, Traverse Bay, Grand Marais, Gull Lake)
- Winnipeg River (Pine Falls, Powerview, St. Georges, Lac du Bonnet, Poplar Bay)
- Interlake (Matlock, Whytefold, Winnipeg Beach, Gimli, Arnes, Grindstone)
- Lake Manitoba (St. Laurent, Portage la Prairie, Lake Manitoba Narrows)
- Riding Mountain (Onanole, Wasagaming)
- Duck Mountain (Boggy Creek, Minitonas)
- Lake of the Woods & Northwestern Ontario (Clearwater Bay, Dryden, Fort Frances, Geraldton, Keewatin, Kenora, Nestor Falls, Rainy River, Red Lake, Sioux Lookout, Sioux Narrows, Thunder Bay, Vermilion Bay)
- Swan River
- The Pas
- Thompson

ATTENTION ADVERTISERS!

The Cottager magazine goes directly into the hands of current and future cottage owners, as well as those who enjoy outdoor living.

We are always looking for new products, services or innovations that may interest our readers. If you have a new product or service that cottagers would like to know about, please send a news release or product information to: editor@thecottager.com or talk to your sales representative.

Questions?

Email: magazine@thecottager.com
visit www.thecottager.com

Example



Powerful Solar LED Lighting

Solar-powered EverLites run automatically from dusk to dawn. EverLites are all-weather, portable LED task lights -- ideal for camping, backpacking, hiking, recreational vehicles, boats, car repairs or flat tires, emergencies, porch or patio lighting at home, security lighting, yacht security, or for almost any outdoor uses, such as horse corrals, fishing trips, bicycling, picnics, etc. The bright white light does not attract moths or flying insects at night! Our weatherproof designs allow safe and reliable outdoor operation. Our monocrystalline solar panels plug into any of our LED lights. Powerful high-tech white LEDs light up your campsite for reading, cooking, playing cards, or camp setup after dark. Perfect lighting solution for remote cabins or hunting lodges.

Renewable Solar Energy for Camping or Outdoors- No Fire Hazard -- Totally Safe Operation- 1-year Warranty for parts or workmanship. You can start talking immediately on a dead cell phone. Just plug your normal car charger into the 12V Converter accessory that plugs into any one of the solar lights. Also works for GPS locators.



The Cottager magazine knows cottagers and what they are looking for. We are the only publication dedicated to present and future cottage owners in Manitoba and Northwestern Ontario.

Our readers often own a cottage and another permanent residence, and are committed to maintaining both dwellings. Seventy-five per cent of our readers say they visit advertisers in *The Cottager* when they are planning a purchase or starting a project.



If you want to reach cottagers or those who enjoy outdoor living, let us help you tailor your campaign to reach that audience.

Custom Campaigns

The Cottager can research and design advertising to complement the magazine's editorial environment.

Spring and Fall Advertorial Section:

Great for new advertisers or existing advertisers with new products. Available in 1/4 page (business card sized ad or photo with 100 words text), 1/2 page (1/4 page ad with 250 words text) and full page (1/2 page ad with 500 words text) options. Ask your sales rep for details.

Web Sites

Support your print campaign with sponsorships, banners, hot links and more! www.thecottager.com

Speciality printing

We can provide bind-ins and a host of other services.

Polybags

Brochures, catalogues, product samples, CDs ... what have you got?

Contests

Annual photo contest, subscription draws, surveys

The following provides a summary of key findings from this survey. It should be noted that a total of 180 surveys were completed and returned. Results have been assessed and presented by *Leskiw and Associates*. *Leskiw and Associates* is a client-focused management consulting firm that provides planning, organizational development and evaluation services.

The Cottager gets read.

The Cottager has developed into a magazine that is well read, valued by its readership, and seen to be getting better, year after year.

- ▶ Rated as very good by more than 75% of respondents, and "my favourite" by an additional 20%.
- ▶ Upon receipt of *The Cottager*, over 40% of readers immediately skim the entire magazine, while 30% read it cover to cover.
- ▶ While 50% of survey respondents indicate that they are new subscribers (1 – 3 years) - 75% of these are very likely to renew.
- ▶ Almost 33% of respondents read the entire issue, while nearly 25% share *The Cottager* with someone.

Who Reads The Cottager?

The Cottager readership reflects a more mature segment of the population that has generally attained a solid level of family equity and financial capacity.

- ▶ Over 65% of respondents have a family income of over \$61,000; over 20% have a family income over \$125,000.
- ▶ 75% families own two or more vehicles and 75% of respondents drive minivans and SUVs.
- ▶ 98% of respondents are over 40 years of age.
- ▶ 90% of the readers own their cottage.
- ▶ 56% have owned their cottage for more than 10 years.

What are The Cottager readers planning?

The Cottager readers tend to be a group that continually invests in their home and recreational properties, and seeks quality vacation opportunities.

- ▶ 43% are planning a vacation in the next 12 months.
- ▶ 24% are planning a major purchase or upgrade to their cottage.
- ▶ Nearly 40% expect to renovate their home or cottage in the next year.

What are The Cottager readers doing?

Individuals and families that read The Cottager work hard to enjoy life, with both active and passive pastimes.

- ▶ 60% readers engage in active recreation in the form of walking, swimming, golfing, boating or canoeing.
- ▶ Passive activities such as gardening, photography, bird watching and fishing remain highly valued by nearly 50% of readers.
- ▶ Almost 50% are pet owners.
- ▶ 80% of families entertain, often serving wine & beer.

The Cottager readers are on the look out for merchandise that makes life more enjoyable.

In the next 12 months, nearly all survey respondents expect to make purchases that will enhance their quality of life.

- ▶ Over 33% intend to purchase electronics equipment.
- ▶ 23% expect to buy motor sport vehicles such as snowmobiles or boats.
- ▶ Almost 40% readers intend to acquire goods that will make their cottage life more enjoyable through new furniture, barbeques, or spa equipment.

The Cottager readership is aware of what is going on around them.

Readers are aware of environmental issues, the impact on their quality of life, and the actions they can take to begin to protect the environment.

- ▶ 89% of respondents are concerned about the quality of their lake.
- ▶ 80% of respondents recycle, over 50% indicate that they use 'green' products, and nearly 40% compost.
- ▶ Yet, nearly 50% of readers note that their water sources are untreated, with 20% of respondents noting that they intend to acquire water treatment equipment.

January 2008

Give a gift 4 times a year for a very low rate!

Cost of Subscription

- Regular 1 year subscription – \$17.92 (\$16.00 + GST & PST)
- 1 - 10 subscriptions – 1 year – \$11.20 each (Includes GST & PST)
- 11 & up subscriptions – 1 year – \$8.96 each (Includes GST & PST)

The Cottager would provide

- 4 issues sent to recipient with label marked "Gift From..."
- Subscriptions would begin with the next issue published.

The Advertiser would provide to The Cottager

- Name, address, city, province and postal code of gift recipient, sent to The Cottager by email in Word or Excel format.
- Signed contract
- Payment upfront



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